PTR Index Volume VIII (1980)

AUTHOR INDEX

R

Baggett, Blaine. Professional Emphasis: Between Programs: A VIII/2/40 Primer on On-Air Promotion Ball, John E.D. Technotebook: Reaching Millions of Viewers Through Closed Captioning VIII/6/30 Berkman, Dave. Confessions of an Ex-Bureaucrat Herbal Shampoo and the Public Interest VIII/5/43 Speaking Out: Localism and Freedom-Natural VIII/4/24 Enemies? Bourne, St. Clair. Second Look: "Minority" Programming on VIII/4/43 VIII/4/Cover 3 Breitenfeld, Rick. G.I.G.O.: The Annals G.I.G.O.: The Antistrophe VIII/1/48

G.I.G.O.: The Conferment VIII/2/Cover 3
G.I.G.O.: The Extrapolation VIII/4/104
G.I.G.O.: The Playbill VIII/6/64

. G.I.G.O.: The Playbill VIII/6/64
. G.I.G.O.: The Prognosis VIII/5/79
. Writing, Acting, and Angst: Rick Breitenfeld Interviews

Dick Cavett VIII/1/7
Brotman, Stuart N. A New Role for Government in Mass Com-

munications Regulation VIII/2/15
Burch, Ellen. Producer's Notebook: "Cellar George"—Award-Winning Drama and Community Involvement VIII/4/37

(

Carey, John, and Martin Nisenholtz. Technotebook: Teletext: Assessing the Options VIII/5/50

Chase, Barry O., and The Task Force on Editorial Responsibility of the National News Council. Independent Documentarians and Public Television—A Report and a Response VIII/5/33

Cheney, Michael R. What We Really Need from Audience Research and Analysis VIII/2/25

Crane, Valerie. Professional Emphasis: The Research Council Reports VIII/6/44

Cronkite, Walter. The Washington Journalism Center Third Annual Frank E. Gannett Lecture VIII/6/33

Crotts, G. Gail, Peter M. Fannon, Hartford N. Gunn, Jr., Michael E. Hobbs, Marjorie B. Rice, Willard D. Rowland, Jr., and Gerard V. Schenkkan. In Search of the Formula: The System Planning Project Papers VIII/3/5 ff. D

Davis, Donald M., Penny A. Sebring, and Michael J. Ziegler. Professional Emphasis: Audience Duplication—A Powerful Promotional Tool VIII/5/61

Ducey, Rick, Bradley S. Greenberg, and Lawrence Soley.
Lansing's Response to the "Princess" VIII/4/34

Durham, Deborah. Producer's Notebook: Combining Documentary and Drama to Publish a Newspaper—THE NEW VOICE VIII/6/39

F

Fannon, Peter M., G. Gail Crotts, Hartford N. Gunn, Jr., Michael E. Hobbs, Marjorie B. Rice, Willard D. Rowland, Jr., and Gerard V. Schenkkan. In Search of the Formula: The System Planning Project Papers VIII/3/5 ff.

Ferris, Charles D. Second Look: Public Radio—A Time for Innovation VIII/2/44

Flaxman, Fred. A Taste of French Television VIII/4/31

Fox, Francis. The Agenda in Canada Calls for Action VIII/6/23

Frank, Karen S. Technotebook: Notes on a Power Full Partnership VIII/4/26

G

Gaunt, Joseph H. Technotebook: Streamlining Your Telephone Call-in System VIII/4/29

Goldman, Ronald J. Expanding into Public Telecommunications Centers VIII/5/45

Greenberg, Bradley S., Rick Ducey, and Lawrence Soley.
Lansing's Response to the "Princess" VIII/4/34

Gunn, Hartford N., Jr., G. Gail Crotts, Peter M. Fannon, Michael E. Hobbs, Marjorie B. Rice, Willard D. Rowland, Jr., and Gerard V. Schenkkan. In Search of the Formula: The System Planning Project Papers VIII/3/5 ff.

First numeral refers to volume number; second, to issue number; and third, to page number.

PTR Index Volume VIII (1980)

AUTHOR INDEX

R

Baggett, Blaine. Professional Emphasis: Between Programs: A VIII/2/40 Primer on On-Air Promotion Ball, John E.D. Technotebook: Reaching Millions of Viewers Through Closed Captioning VIII/6/30 Berkman, Dave. Confessions of an Ex-Bureaucrat Herbal Shampoo and the Public Interest VIII/5/43 Speaking Out: Localism and Freedom-Natural VIII/4/24 Enemies? Bourne, St. Clair. Second Look: "Minority" Programming on VIII/4/43 VIII/4/Cover 3 Breitenfeld, Rick. G.I.G.O.: The Annals G.I.G.O.: The Antistrophe VIII/1/48

G.I.G.O.: The Conferment VIII/2/Cover 3
G.I.G.O.: The Extrapolation VIII/4/104
G.I.G.O.: The Playbill VIII/6/64

. G.I.G.O.: The Playbill VIII/6/64
. G.I.G.O.: The Prognosis VIII/5/79
. Writing, Acting, and Angst: Rick Breitenfeld Interviews

Dick Cavett VIII/1/7
Brotman, Stuart N. A New Role for Government in Mass Com-

munications Regulation VIII/2/15
Burch, Ellen. Producer's Notebook: "Cellar George"—Award-Winning Drama and Community Involvement VIII/4/37

(

Carey, John, and Martin Nisenholtz. Technotebook: Teletext: Assessing the Options VIII/5/50

Chase, Barry O., and The Task Force on Editorial Responsibility of the National News Council. Independent Documentarians and Public Television—A Report and a Response VIII/5/33

Cheney, Michael R. What We Really Need from Audience Research and Analysis VIII/2/25

Crane, Valerie. Professional Emphasis: The Research Council Reports VIII/6/44

Cronkite, Walter. The Washington Journalism Center Third Annual Frank E. Gannett Lecture VIII/6/33

Crotts, G. Gail, Peter M. Fannon, Hartford N. Gunn, Jr., Michael E. Hobbs, Marjorie B. Rice, Willard D. Rowland, Jr., and Gerard V. Schenkkan. In Search of the Formula: The System Planning Project Papers VIII/3/5 ff. D

Davis, Donald M., Penny A. Sebring, and Michael J. Ziegler. Professional Emphasis: Audience Duplication—A Powerful Promotional Tool VIII/5/61

Ducey, Rick, Bradley S. Greenberg, and Lawrence Soley.
Lansing's Response to the "Princess" VIII/4/34

Durham, Deborah. Producer's Notebook: Combining Documentary and Drama to Publish a Newspaper—THE NEW VOICE VIII/6/39

F

Fannon, Peter M., G. Gail Crotts, Hartford N. Gunn, Jr., Michael E. Hobbs, Marjorie B. Rice, Willard D. Rowland, Jr., and Gerard V. Schenkkan. In Search of the Formula: The System Planning Project Papers VIII/3/5 ff.

Ferris, Charles D. Second Look: Public Radio—A Time for Innovation VIII/2/44

Flaxman, Fred. A Taste of French Television VIII/4/31

Fox, Francis. The Agenda in Canada Calls for Action VIII/6/23

Frank, Karen S. Technotebook: Notes on a Power Full Partnership VIII/4/26

G

Gaunt, Joseph H. Technotebook: Streamlining Your Telephone Call-in System VIII/4/29

Goldman, Ronald J. Expanding into Public Telecommunications Centers VIII/5/45

Greenberg, Bradley S., Rick Ducey, and Lawrence Soley.
Lansing's Response to the "Princess" VIII/4/34

Gunn, Hartford N., Jr., G. Gail Crotts, Peter M. Fannon, Michael E. Hobbs, Marjorie B. Rice, Willard D. Rowland, Jr., and Gerard V. Schenkkan. In Search of the Formula: The System Planning Project Papers VIII/3/5 ff.

First numeral refers to volume number; second, to issue number; and third, to page number.

Hall, George L. Dear Colleagues, VIII/4/14

. The Smells of the Bazaar versus The Pursuit of Excellence: George Hall Interviews William F. Buckley, Jr. VIII/2/4

Harrison, Burt Allen Miller, 1993-1790 VIII/6/21

Harrison S.L. Books: Big is Good; Bigger Is Bett.r. Bigger? Is Best. 1/1/10 Owns for Media? (Forganiza M. Computer, ed.) VIII/4/42

Books: Broadcast journalism: Change and Decline. The
Eye of the Storm (Marvin Barrett and Zachary Sklar)
VIII/6/48

Books: Two Views of Television. Keeping Your Eye on Television (Les Brown) and Electronic Democracy (Anne Rawley Saldich) VIII/2/43

Hobbs, Michael E., G. Gail Crotts, Peter M. Fannon, Hartford N. Gunn, Jr., Marjorie B. Rice, Willard D. Rowland, Jr., and Gerard V. Schenkkan. In Search of the Formula: The System Planning Project Papers VIII/3/5 ff.

K

Karydes, Marianne. Books: You've Still Got a Long Way to Go, Baby. Women and the Mass Media: Sourcebook for Research and Action (Matilda Butler and William Paisley) VIII/6/47

Kelley, Michael R. Are We Sacrificing Clarity for Cleverness? VIII/2/18

King, Yolanda. Second Look: Using Television to Teach Non-Violence VIII/5/74

Kirk, Mike. Producer's Notebook: Taking the *Yawn* Out of University Forums VIII/5/67

Koenig, Allen E. Richard B Hull, 1914-1980 VIII/5/5
Kopit, Arthur, and Karl Schmidt. Second Look: In Celebration of the Writer and Radio Drama VIII/4/44

L

Liechti, Harris N. Professional Emphasis: Telecommunications and the Future—The View from the Classroom VIII/6/42
Lindsay, Carl A., and Penny A. Sebring. Planned Program Innovations VIII/1/25
Littleighp. Reth. Producer's Notebook: Day of the Flephanes

Littlejohn, Beth. Producer's Notebook: Day of the Elephants VIII/2/37

M

Metallinos, Nikos. Books: Usable? Definitely, but not for the heavies. . . Video Ulser's Handbook (Peter Utz) VIII/4/43

Meyer, Richard J. Letter from Chile and Bolivia VIII/2/31

Moody, Carol. Professional Emphasis: Program Rights Planning—Preserving the Integrity and Marketability of Your Work VIII/5/57

N

Niebuhr, Herman, Jr. Speaking Out: The Parable of Old Penn Central, Or "What Is It, Again, That We Should Be Doing?" VIII/5/48

Nisenholtz, Martin, and John Carey. Technotebook: Teletext:
Assessing the Options VIII/5/50

Norwood, Steve. Public Radio in Hyde County—"Community Service" Is Not Just a Buzz Word VIII/4/19

C

O'Connor, John J. Second Look: Should Public Television Be Playing It Safe? VIII/2/46

"O" continued

Orlik, Peter B. Professional Emphasis: Fiscal Reality and Student Productions VIII/1/31

P

Pythe Jack, Second Look: Channel 13 Crew Goes Quietly Into List Goodnight VIII/2/48

R

Ramo, John. Producer's Notebook: Children's Radio Theatre VIII/1/15

Rice, Marjorie B., G. Gail Crotts, Peter M. Fannon, Hartford N. Gunn, Jr., Michael E. Hobbs, Willard D. Rowland, Jr., and Gerard V. Schenkkan. In Search of the Formula: The System Planning Project Papers VIII/3/5 ff.

Robinson, Eric. Joan Robinson: One Woman's Story—The Aftermath VIII/4/5

Rowland, Willard D., Jr., G. Gail Crotts, Peter M. Fannon, Hartford N. Gunn, Jr., Michael E. Hobbs, Marjorie B. Rice, and Gerard V. Schenkkan. In S. ch of the Formula: The System Planning Project Papers VIII/3/5 ff.

PTR Comments: The System Planning Project in Retrospect VIII/3/1

Rushton, William F. Public Interest and Access Programming: You Were There with "Over a Barrel" VIII/1/12

S

Sachs, Robert J. Books: PACE—The Time for Action Is Now.

Keeping PACE with the New Television (Sheila Mahony, Nick
DeMartino, and Robert Stengel) VIII/5/71

Saudek, Robert. Second Look: TV's Future Is Reflected in Print's History VIII/6/50

Schenkkan, Gerard V., G. Gail Crotts, Peter M. Fannon, Hartford N. Gunn, Jr., Michael E. Hobbs, Marjorie B. Rice, and Willard D. Rowland, Jr. In Search of the Formula: The System Planning Project Papers VIII/3/5 ff.

Schmidt, Karl, and Arthur Kopit. Second Look: In Celebration of the Writer and Radio Drama VIII/4/44

Schwartz, Louis, and Robert A. Woods. Nonfederal Financial Support: A Legislative History VIII/1/17

Sebring, Penny A., Donald M. Davis, and Michael J. Ziegler. Professional Emphasis: Audience Duplication—A Powerful Promotional Tool VIII/5/61

_____, and Carl A. Lindsay. Planned Program Innovations

Shales, Tom, Second Look: "One Woman's Story": Television Looks into the Abyss VIII/1/44

Sikes, Rhea G. Programs for Children: Public Television in the 1970s VIII/5/7

Skinner, H. Odell. Speaking Out: Marketplace Forces in 2001 VIII/6/28

Soley, Lawrence, Rick Ducey, and Bradley S. Greenberg. Lansing's Response to the "Princess" VIII/4/34

Sterling, Christopher H. Books: Overview of the Best Mass
Communication Texts for 1978-1979 VIII/1/35
Stewart David The Output of INPLIT VIII/2/21

Stewart, David. The Output of INPUT VIII/2/21 Sucherman, Stuart F. Second Look: "Equal Time" is a Mess VIII/6/52

T

The Task Force on Editorial Responsibility of the National News Council, and Barry O. Chase, PBS. Independent Documentarians and Public Television—A Report and a Response VIII/5/33 "T" continued

Taylor, Michael W. Ben Darrow and the Ohio School of the VIII/5/27

Thurston, Carol M. Insulation and Institutional Licensees VIII/2/10

Voorheis, Greg P. Managing a Mountain Toward Co-location Vorce, Betsy. The Care and Feeding of ITV VIII/1/21

Watson, Norman E. Speaking Out: Putting Generalities to Rest VIII/6/27

"W" continued

Woods, Robert A., and Louis Schwartz, Nonfederal Financial Support: A Legislative History VIII/1/17

Yousuf, M. Osman. Professional Emphasis: M.I.S. Planning-Some Tips for Public Broadcasting Stations VIII/4/40

Z

Ziegler, Michael I., Donald M. Davis, and Penny A. Sebring. Professional Emphasis: Audience Duplication-A Powerful Promotional Tool VIII/5/61

TITLE INDEX

The Agenda in Canada Calls for Action VIII/6/23 Francis Fox Allen Miller, 1903-1980 VIII/6/21 Burt Harrison And Now a Word FOR the FCC VIII/6/2 PTR Comments VIII/4/Cover 3 Rick Breitenfeld The Annals The Antistrophe VIII/1/48 Rick Breitenfeld Are We Sacrificing Clarity for Cleverness? VIII/2/18 Michael R. Kelley The Association for Public Broadcasting VIII/1/4 PTR Comments Audience Duplication—A Powerful Promotional Tool VIII/5/61 Donald M. Davis, Penny A. Sebring, and Michael

B

Ben Darrow and the Ohio School of the Air Michael W. Taylor VIII/5/27 Between Programs: A Primer on On-Air Promotion

J. Ziegler

VIII/2/40 Blaine Baggett Big Is Good; Bigger Is Better; Biggest Is Best. Who Owns the Media? (Benjamin M. Compaine, ed.) VIII/4/42 Reviewed by S.L. Harrison

Broadcast Journalism: Change and Decline. The Eye of the Storm (Marvin Barrett and Zachary Sklar) VIII/6/48 Reviewed by S.L. Harrison

C

The Care and Feeding of ITV VIII/1/21 Betsy Vorce "Cellar George"—Award-Winning Drama and Community VIII/4/37 Ellen Burch Involvement Changes Down the Hall VIII/1/5 PTR Comments Channel 13 Crew Goes Quietly Into Last Goodnight VIII/2/48 Jack Pyle Children's Radio Theatre VIII/1/15 John Ramo

Combining Documentary and Drama to Publish a Newspaper— THE NEW VOICE VIII/6/39 Deborah Durham VIII/2/Cover 3 Rick Breitenfeld -Bureaucrat VIII/6/5 Dave Berkman The Conferment Confessions of an Ex-Bureaucrat Cooking from Scratch-Or a Zero-Based Review VIII/4/2 PTR Comments CPB and Nonfederal Financial Support **PTR Comments**

D

Day of the Elephants VIII/2/37 Beth Littlejohn
Dear Colleagues, VIII/4/14 George L. Hall
A Declaration of Principles/System Planning Project Papers VIII/3/9 Hartford N. Gunn, Ir., et al.

The Economic, Demographic, and Social Environment/System Planning Project Papers VIII/3/17 Hartford N. Gunn, Jr., Ending the "System" Myth VIII/4/1 PTR Comments Epilogue: One Year Later/System Planning Project Papers VIII/3/94 Hartford N. Gunn, Jr., et al. "Equal Time" Is a Mess VIII/6/52 Stuart F. Sucherman Public Expanding into Telecommunications VIII/5/45 Ronald J. Goldman VIII/3/104 Rick Breitenfeld The Extrapolation

The 1981 Federal Policy Exam VIII/6/1 PTR Comments Fiscal Reality and Student Productions VIII/1/31 Peter B. Orlik

G

General Recommendations of the System Planning Project/ System Planning Project Papers VIII/3/71 Hartford N. Gunn, Jr., et al.

Herbal Shampoo and the Public Interest VIII/5/43
Dave Berkman

How the People of Public Television See Their Institutions/ System Planning Project Papers VIII/3/27 Hartford N. Gunn, Jr., et al.

1

In Celebration of the Writer and Radio Drama VIII/4/44
Karl Schmidt and Arthur Kopit

, Independent Documentarians and Public Television—A Report and a Response VIII/5/33 The Task Force on Editorial Responsibility of the National News Council and Barry O. Chase, PBS

In Search of the Formula: The System Planning Project Papers VIII/3/5 ff. Hartford N. Gunn, Jr., et al.

Insulation and Institutional Licensees VIII/2/10 Carol M. Thurston

J

Joan Robinson: One Woman's Story—The Aftermath VIII/4/5 Eric Robinson

L

Lansing's Response to the "Princess" VIII/4/34 Lawrence Soley, Rick Ducey, and Bradley S. Greenberg Letter from Chile and Bolivia VIII/2/31 Richard J. Meyer Localism and Freedom—Natural Enemies? VIII/4/24 Dave Berkman

M

Managing a Mountain Toward Co-location VIII/2/34
Greg P. Voorheis
Marketing to the Rescue VIII/2/1 PTR Comments
Marketplace Forces in 2001 VIII/6/28 H. Odell Skinner
"Minority" Programming on PTV VIII/4/48
St. Clair Bourne
M.I.S. Planning—Some Tips for Public Broadcasting Stations
VIII/4/40 M. Osman Yousuf

N

A New Role for Government in Mass Communications Regulation VIII/2/15 Stuart N. Brotman Nonfederal Financial Support: A Legislative History VIII/1/17 Louis Schwartz and Robert A. Woods Notes on a Power Full Partnership VIII/4/26 Karen S. Frank

O

Objectives for the Future of Public Television/System Planning Project Papers VIII/3/32 Hartford N. Gunn, Jr., et al.
"One Woman's Story": Television Looks into the Abyss VIII/1/44 Tom Shales
Other Proposals for the Future Structure and Governance of Public Television/System Planning Project Papers VIII/3/81 Hartford N. Gunn, Jr., et al.
The Output of INPUT VIII/2/21 David Stewart Overview of the Best Mass Communication Texts for

1978-1979 VIII/1/35 Christopher H. Sterling

PACE—The Time for Action is Now. Keeping PACE with the New Television (Sheila Mahony, Nick DeMartino, and Robert Stengel) VIII/5/71 Reviewed by Robert J. Sachs The Parable of Old Penn Central, Or "What Is It, Again, That

The Parable of Old Penn Central, Or "What is it, Again, Tha We Should Be Doing?" VIII/5/48 Herman Niebuhr, Jr. Peace In Our Time VIII/2/2 PTR Comments

Planned Program Innovations VIII/1/25 Carl A. Lindsay and Penny A. Sebring

The Playbill VIII/6/64 Rick Breitenfeld

Please Read Carefully... VIII/2/2 PTR Comments
The Prognosis VIII/5/79 Rick Breitenfeld

Program Rights Planning—Preserving the Integrity and Marketability of Your Work VIII/5/57 Carol Moody

Programs for Children: Public Television in the 1970s VIII/5/7 Rhea G. Sikes

Prologue/System Planning Project Papers VIII/3/7 Hartford N. Gunn, Jr., et al.

A Proposal for Multiple Program Services in Public Television/System Planning Project Papers VIII/3/37
Hartford N. Gunn, Jr., et al.

A PTR Rerun VIII/4/3 PTR Comments

Public Interest and Access Programming: You Were There With "Over a Barrel" VIII/1/12 William F. Rushton

Public Radio—A Time for Innovation VIII/2/44
Charles D. Ferris

Public Radio in Hyde County—"Community Service" Is Not Just a Buzz Word VIII/4/19 Steve Norwood Putting Generalities to Rest VIII/6/27 Norman E. Watson

R

Reaching Millions of Viewers Through Closed Captioning VIII/6/30 John E.D. Ball

Recommendations on the Future Structure and Governance for Public Television/System Planning Project Papers VIII/3/58 Hartford N. Gunn, Jr., et al.

The Regulatory and Policymaking Environment/System Planning Project Papers VIII/3/22 Hartford N. Gunn, Jr., et al.

The Research Council Reports VIII/6/44 Valerie Crane Richard B. Hull, 1914-1980 VIII/5/5 Allen E. Koenig

S

Should Public Television Be Playing It Safe? VIII/2/46 John J. O'Connor

The Smells of the Bazaar versus The Pursuit of Excellence: George Hall Interviews William F. Buckley, Jr. VIII/2/4 George L. Hall

Static on the Dial VIII/5/2 PTR Comments

Streamlining Your Telephone Call-In System VIII/5/29 Joseph H. Gaunt

Structural Options for the Management of Multiple Program Services/System Planning Project Papers VIII/3/45 Hartford N. Gunn, Jr., et al.

Survey of PBS Membership Opinion/System Planning Project Papers VIII/3/49 Hartford N. Gunn, Jr., et al.

The System Planning Project in Retrospect VIII/3/1
Willard D. Rowland, Jr.

T

Taking the *Yawn* Out of University Forums VIII/5/67
Mike Kirk
A Taste of French Television VIII/4/31 Fred Flaxman

"T" continued

The Technological and Marketplace Environment/System Planning Project Papers VIII/3/11

Hartford N. Gunn, Jr., et al.

Telecommunications and the Future-The View from the Classroom VIII/6/42 Harris N. Liechti

Teletext: Assessing the Options VIII/5/50 John Carey and Martin Nisenholtz

Television Interconnection "Crisis" VIII/5/1

PTR Comments

TV's Future is Reflected in Print's History VIII/6/50 Robert Saudek

Two Views of Television: Keeping Your Eye on Television (Les Brown) and Electronic Democracy (Anne Rawley Saldich) VIII/2/43 Reviewed by S.L. Harrison

Usable? Definitely, but not for the heavies. . . Video User's Handbook (Peter Utz) VIII/4/43 Reviewed by Nikos Metallinos Using Television to Teach Non-Violence VIII/5/74 Yolanda King

W

Washington Journalism Center Third Annual Frank E. Gannett VIII/6/33 Walter Cronkite Lecture

What We Really Need from Audience Research and Analysis VIII/2/25 Michael R. Cheney

What's in a Name? Members vs. Viewers **PTR Comments**

Writing, Acting, and Angst: Rick Breitenfeld Interviews Dick VIII/1/7 Rick Breitenfeld Cavett

You've Still Got a Long Way to Go, Baby. Women and the Mass Media: Sourcebook for Research and Action (Matilda Butler and William Paisley) VIII/6/47 Reviewed by Marianne Karvdes

SUBJECT INDEX

APB

See NAPTS/APB

Ascertainment

What We Really Need from Audience Research and Analysis VIII/2/25 Michael R. Cheney

Audience

Audience Duplication-A Powerful Promotional Tool VIII/5/61 Donald M. Davis, Penny A. Sebring, and Michael J. Ziegler

Between Programs: A Primer on On-Air Promotion VIII/2/40 Blaine Baggett

In Search of the Formula: The System Planning Project Papers Search of the rotinula: VIII/3/5 ff. Hartford N. Gunn, Jr., et al. VIII/4/34 Lawrence

Lansing's Response to the "Princess" Soley, Rick Ducey, and Bradley S. Greenberg

Planned Program Innovations VIII/1/25 Carl A. Lindsay and Penny A. Sebring

The Research Council Reports VIII/6/44 Valerie Crane What We Really Need from Audience Research and Analysis VIII/2/25 Michael R. Cheney

Biography/Tributes

Allen Miller, 1903-1980 VIII/6/21 Burt Harrison Ben Darrow and the Ohio School of the Air VIII/5/27 Michael W. Taylor Richard B. Hull, 1914-1980 VIII/5/5 Allen E. Koenig

Books

Big Is Good: Bigger Is Better; Biggest Is Best. Who Owns the Media? (Benjamin M. Compaine, ed.) VIII/4/42 Reviewed by S. L. Harrison

Broadcast Journalism: Change and Decline. The Eye of the Storm (Marvin Barrett and Zachary Sklar) Reviewed by S.L. Harrison

Overview of the Best Mass Communication Texts for 1978-1979

VIII/1/35 Christopher H. Sterling PACE—The Time for Action Is Now. Keeping PACE with the New Television (Sheila Mahony, Nick DeMartino, and Robert VIII/5/71 Reviewed by Robert J. Sachs

Two Views of Television. Keeping Your Eye on Television (Les Brown) and Electronic Democracy (Anne Rawley Saldich)

VIII/2/43 Reviewed by S.L. Harrison Usable? Definitely, but not for the heavies. . . Video User's Handbook (Peter Utz) VIII/4/43 Reviewed by Nikos Metallinos You've Still Got a Long Way to Go, Baby. Women and the Mass Media: Sourcebook for Research and Action (Matilda Butler and William Paisley) VIII/6/47 Reviewed by Marianne Karydes

Broadcast Education

VIII/1/31 Fiscal Reality and Student Productions Peter B. Orlik

Overview of the Best Mass Communication Texts for 1978-VIII/1/35 Christopher H. Sterling

VIII/6/27 Norman E. Watson Putting Generalities to Rest Telecommunications and the Future—The View from the Class-VIII/6/42 Harris N. Liechti

Usable? Definitely, but not for the heavies. . . Video User's Hand-VIII/4/43 Revised by Nikos Metallinos book (Peter Utz) Washington Journalism Center Third Annual Frank E. Gannett

VIII/6/33 Walter Cronkite

Cable

Expanding into Public Telecommunications Centers VIII/5/45 Ronald J. Goldman

In Search of the Formula: The System Planning Project Papers VIII/3/5 ff. Hartford N. Gunn, Jr., et al. Marketplace Forces in 2001 VIII/6/28 H. Odell Skinner

Marketplace Forces in 2001 VIII/6/28 H. Odell Skinner
A New Role for Government in Mass Communications Regulation VIII/2/15 Stuart N. Brotman

Notes on a Power Full Partnership VIII/4/26 Karen S. Frank

PACE—The Time for Action Is Now. Keeping PACE with the New Television (Sheila Mahony, Nick DeMartino, and Robert Stengel) VIII/5/71 Reviewed by Robert J. Sachs Public Interest and Access Programming: You Were There with

"Over a Barrel" VIII/1/12 William F. Rushton

Carnegie II

Dear Colleagues, VIII/4/14 George L. Hall
PACE—The Time for Action Is Now. Keeping PACE with the New
Television (Sheila Mahony, Nick DeMartino, and Robert
Stengel) VIII/5/71 Reviewed by Robert J. Sachs
What We Really Need from Audience Research and Analysis
VIII/2/25 Michael R. Cheney

Community Involvement

"Cellar George"—Award-Winning Drama and Community Involvement VIII/4/37 Ellen Burch

In Search of the Formula: The System Planning Project Papers VIII/3/5 ff. Hartford N. Gunn, Jr., et al.

Joan Robinson: One Woman's Story—The Aftermath VIII/4/5 Eric Robinson

Public Interest and Access Programming: You Were There with
"Over A Barrel" VIII/1/12 William F. Rushton

"Over A Barrel" VIII/1/12 William F. Rushton
Public Radio in Hyde County—"Community Service" Is Not
Just a Buzz Word VIII/4/19 Steve Norwood

Streamlining Your Telephone Call-In System VIII/4/29
Joseph H. Gaunt

Joseph H. Gaunt
Two Views of Television. Keeping Your Eye on Television (Les
Brown) and Electronic Democracy (Anne Rawley Saldich)
VIII/2/43 Reviewed by S.L. Harrison

Copyright

Program Rights Planning—Preserving the Integrity and Marketability of Your Work VIII/5/57 Carol Moody

CPB

CPB and Nonfederal Financial Support VIII/1/5
PTR Comments
The 1981 Federal Policy Exam VIII/6/1 PTR Comments
Nonfederal Financial Support: A Legislative History
VIII/1/17 Louis Schwartz and Robert A. Woods
Television Interconnection "Crisis" VIII/5/1
PTR Comments

Engineering

Day of the Elephants VIII/2/37 Beth Littlejohn
Managing a Mountain Toward Co-location VIII/2/34
Greg P. Voorheis
Streamlining Your Telephone Call-In System VIII/4/29
Joseph H. Gaunt

Facilities

Dear Colleagues, VIII/4/14 George L. Hall
Expanding into Public Telecommunications Centers VIII/5/45
Ronald J. Goldman
In Search of the Formula: The System Planning Project Papers
VIII/3/5 ff. Hartford N. Gunn, Jr., et al.
Managing a Mountain Toward Co-location VIII/2/34
Gree P. Voorheis

FCC

And Now a Word FOR the FCC VIII/6/2 PTR Comments
"Equal Time" Is a Mess VIII/6/52 Stuart F. Sucherman
Marketplace Forces in 2001 VIII/6/28 H. Odell Skinner
A New Role for Government in Mass Communications Regulation VIII/2/15 Stuart N. Brotman
Public Radio—A Time for Innovation VIII/2/44
Charles D. Ferris
TV's Future Is Reflected in Print's History VIII/6/50
Robert Saudek

Financing

VIII/6/23

The Agenda in Canada Calls for Action

Francis Fox Confessions of an Ex-Bureaucrat VIII/6/5 Dave Berkman Cooking from Scratch-Or a Zero-Based Review VIII/4/2 **PTR Comments** CPB and Nonfederal Financial Support **PTR Comments** The 1981 Federal Policy Exam VIII/6/1 PTR Comments In Search of the Formula: The System Planning Project Papers VIII/3/5 ff. Hartford N. Gunn, Jr., et al. Nonfederal Financial Support: A Legislative History VIII/1/17 Louis Schwartz and Robert A. Woods PACE—The Time for Action Is Now. Keeping PACE with the New Television (Sheila Mahony, Nick DeMartino, and Robert VIII/5/71 Reviewed by Robert J. Sachs Stengel) Public Radio-A Time for Innovation Charles D. Ferris VIII/5/2 PTR Comments Static on the Dial Television Interconnection "Crisis" PTR Comments What's in a Name? Members vs. Viewers VIII/5/3 **PTR Comments**

General

VIII/4/14 George L. Hall Dear Colleagues, Herbal Shampoo and the Public Interest Dave Berkman In Search of the Formula: The System Planning Project Papers VIII/3/5 ff. Hartford N. Gunn, Jr., et al. Localism and Freedom-Natural Enemies? Dave Berkman The Parable of the Old Penn Central, Or "What Is It, Again, That We Should be Doing?" VIII/5/48 Herman Niebuhr, Jr. Should Public Television Be Playing It Safe? John J. O'Connor The Smells of the Bazaar versus The Pursuit of Excellence: George Hall Interviews William F. Buckley, Jr. VIII/2/4 George L. Hall Using Television to Teach Non-Violence VIII/5/74 Yolanda King

Writing, Acting, and Angst: Rick Breitenfeld Interviews Dick Cavett VIII/1/7 Rick Breitenfeld

G.I.G.O.

The Annals VIII/4/Cover 3 Rick Breitenfeld
The Antistrophe VIII/1/48 Rick Breitenfeld
The Conferment VIII/2/Cover 3 Rick Breitenfeld
The Extrapolation VIII/3/104 Rick Breitenfeld
The Prognosis VIII/5/79 Rick Breitenfeld

Governance

Ending the "System" Myth VIII/4/1 PTR Comments
The 1981 Federal Policy Exam VIII/6/1 PTR Comments
In Search of the Formula: The System Planning Project Papers
VIII/3/5 ff. Hartford N. Gunn, Jr., et al.
Insulation and Institutional Licensees VIII/2/10
Carol M. Thurston
Peace in our Time? VIII/2/2 PTR Comments

Independent Producers

Children's Radio Theatre VIII/1/15 John Ramo
In Search of the Formula: The System Planning Project Papers
VIII/3/5 ff. Hartford N. Gunn, Jr., et al.
Independent Documentarians and Public Television—A Report
and a Response VIII/5/33 The Task Force on Editorial
Responsibility of the National News Council and
Barry O. Chase, PBS
Joan Robinson: One Woman's Story—The Aftermath
VIII/4/5 Eric Robinson
"One Woman's Story": Television Looks into the Abyss
VIII/1/44 Tom Shales

Information Systems

M.I.S. Planning—Some Tips for Public Broadcasting Stations VIII/4/40 M. Osman Yousuf

International

The Agenda in Canada Calls for Action VIII/6/23
Francis Fox
Letter from Chile and Bolivia VIII/2/31 Richard J. Meyer
The Output of INPUT VIII/2/21 David Stewart
A Taste of French Television VIII/4/31 Fred Flaxman

Interviews

The Smells of the Bazaar versus The Pursuit of Excellence: George Hall Interviews William F. Buckley, Jr. VIII/2/4 George L. Hall Writing, Acting, and Angst: Rick Breitenfeld Interviews Dick

Cavett VIII/1/7 Rick Breitenfeld

Journalism

Big Is Good; Bigger Is Better; Biggest Is Best. Who Owns the Media? (Benjamin M. Compaine, ed.) VIII/4/42 Reviewed by S.L. Harrison

Broadcast Journalism: Change and Decline. The Eye of the Storm (Marvin Barrett and Zachary Sklar) VIII/6/48 Reviewed by S.L. Harrison

Day of the Elephants
"Equal Time" Is a Mess

"Journalism" continued

Independent Documentarians and Public Television—A Report and a Response VIII/5/33 The Task Force on Editorial Responsibility of the National News Council and Barry O. Chase, PBS

A New Role for Government in Mass Communications Regulation VIII/2/15 Stuart N. Brotman

Overview of the Best Mass Communication Texts for 1978-1979 VIII/1/35 Christopher H. Sterling

Peace in Our Time? VIII/2/2 PTR Comments
Taking the *Yawn* Out of University Forums VIII/5/67
Mike Kirk

TV's Future Is Reflected in Print's History VIII/6/50 Robert Saudek

Two Views of Television. Keeping Your Eye on Television (Les Brown) and Electronic Democracy (Anne Rawley Saldich) VIII/2/43 Reviewed by S.L. Harrison

Washington Journalism Center Third Annual Frank E. Gannett Lecture VIII/6/33 Walter Cronkite

You've Still Got a Long Way to Go, Baby. Women and the Mass Media: Sourcebook for Research and Action (Matilda Butler and William Paisley) VIII/6/47 Reviewed by Marianne Karydes

Legislation

VIII/6/5 Dave Berkman Confessions of an Ex-Bureaucrat Cooking From Scratch-Or a Zero-Based Review **PTR Comments** CPB and Nonfederal Financial Support **PTR Comments** VIII/6/1 PTR Comments The 1981 Federal Policy Exam In Search of the Formula: The System Planning Project Papers VIII/3/5 ff. Hartford N. Gunn, Jr., et al. VIII/2/10 Insulation and Institutional Licensees Carol M. Thurston A New Role for Government in Mass Communications Regula-VIII/2/15 Stuart N. Brotman Nonfederal Financial Support: A Legislative History VIII/1/17 Louis Schwartz and Robert A. Woods Static on the Dial VIII/5/2 PTR Comments What's In a Name? Members vs. Viewers

Local Interest

PTR Comments

Allen Miller, 1903-1980 VIII/6/21 Burt Harrison
"Cellar George"—Award-Winning Drama and Community Involvement VIII/4/37 Ellen Burch
Channel 13 Crew Goes Quietly Into Last Goodnight
VIII/2/48 Jack Pyle
Day of the Elephants VIII/2/37 Beth Littlejohn
Dear Colleagues, VIII/4/14 George L. Hall
Lansing's Response to the "Princess" VIII/4/34 Lawrence
Soley, Rick Ducey, and Bradley S. Greenberg
Public Radio in Hyde County—"Community Service" Is Not
Just a Buzz Word VIII/4/19 Steve Norwood
Richard B. Hull, 1914-1980 VIII/5/15 Allen E. Koenig
Taking the "Yawn" Out of University Forums VIII/5/67
Mike Kirk

Management

Dear Colleagues, VIII/4/14 George L. Hall
Ending the "System" Myth VIII/4/1 PTR Comments
In Search of the Formula: The System Planning Project Papers
VIII/3/5 ff. Hartford N. Gunn, Jr., et al.
Insulation and Institutional Licensees VIII/2/10
Carol M. Thurston

Marketing

In Search of the Formula: The System Planning Project Papers VIII/3/5 ff. Hartford N. Gunn, Jr., et al. Marketing to the Rescue VIII/2/1 PTR Comments

Marketplace Forces in 2001 VIII/6/28 H. Odell Skinner The Parable of the Old Penn Central, Or "What Is It, Again, That We Should Be Doing?" VIII/5/48 Herman Niebuhr, Jr.

What We Really Need from Audience Research and Analysis VIII/2/25 Michael R. Cheney

NAEB

Changes Down the Hall VIII/1/5 PTR Comments

NAPTS/APB

The Association for Public Broadcasting VIII/1/4 PTR Comments

Epilogue: One Year Later/System Planning Project Papers VIII/3/94 Hartford N. Gunn, Jr., et al.

NPR

In Celebration of the Writer and Radio Drama VIII/4/44 Karl Schmidt and Arthur Kopit Public Radio-A Time for Innovation VIII/2/44 Charles D. Ferris

PBS

The Association for Public Broadcasting VIII/1/4 PTR Comments Ending the "System" Myth VIII/4/1 PTR Comments

In Search of the Formula: The System Planning Project Papers VIII/3/5 ff. Hartford N. Gunn, Jr., et al.

Independent Documentarians and Public Television-A Report and a Response VIII/5/33 The Task Force on Editorial Responsibility of the National News Council and Barry O. Chase, PBS

VIII/5/1 Television Interconnection "Crisis" PTR Comments

Planning

The Agenda in Canada Calls for Action VIII/6/23 Francis Fox

Cooking from Scratch-Or a Zero-Based Review VIII/4/2 PTR Comments

Dear Colleagues, VIII/4/14 George L. Hall

Expanding into Public Telecommunications Centers VIII/5/45 Ronald J. Goldman

The 1981 Federal Policy Exam VIII/6/1 PTR Comments In Search of the Formula: The System Planning Project Papers VIII/3/5 ff. Hartford N. Gunn, Jr., et al.

Managing a Mountain Toward Co-location VIII/2/34

Greg P. Voorheis Marketing to the Rescue VIII/2/1 PTR Comments

M.I.S. Planning—Some Tips for Public Broadcasting Stations
VIII/4/40 M. Osman Yousuf

The Parable of the Old Penn Central, Or "What Is It, Again, That We Should Be Doing?" VIII/5/48 Herman Niebuhr, Ir.

A PTR Rerun VIII/4/3 PTR Comments

"Planning" continued

Public Radio in Hyde County—"Community Service" Is Not Just a Buzz Word VIII/4/19 Steve Norwood

Policy

And Now a Word FOR the FCC VIII/6/2 PTR Comments VIII/6/5 Dave Berkman Confessions of an Ex-Bureaucrat **CPB** and Nonfederal Financial Support VIII/1/5

PTR Comments

Ending the "System" Myth VIII/4/1 PTR Comments The 1981 Federal Policy Exam VIII/6/1 PTR Comments In Search of the Formula: The System Planning Project Papers VIII/3/5 ff. Hartford N. Gunn, Jr., et al.

Insulation and Institutional Licensees VIII/2/10 Carol M. Thurston

Localism and Freedom-Natural Enemies?

Dave Berkman A New Role for Government in Mass Communications Regula-VIII/2/15 Stuart N. Brotman tion

VIII/4/24

Nonfederal Financial Support: A Legislative History VIII/1/17 Louis Schwartz and Robert A. Woods eace in Our Time? VIII/2/2 PTR Comments

Peace in Our Time? You've Still Got a Long Way to Go, Baby. Women and the Mass Media: Sourcebook for Research and Action (Matilda Butler and William Paisley) VIII/6/47 Reviewed by Marianne Karydes

Producer's Notebook

"Cellar George"—Award-Winning Drama and Community Involvement VIII/4/37 Ellen Burch Children's Radio Theatre VIII/1/15 John Ramo Combining Documentary and Drama to Publish a Newspaper-THE NEW VOICE VIII/6/39 Deborah Durham VIII/2/37 Beth Littleiohn Day of the Elephants VIII/5/67 Taking the "Yawn" Out of University Forums Mike Kirk

Professional Emphasis

Audience Duplication-A Powerful Promotional Tool VIII/5/61 Donald M. Davis, Penny A. Sebring, and Michael I. Ziegler Between Programs: A Primer on On-Air Promotion VIII/2/40 Blaine Baggett Fiscal Reality and Student Productions VIII/1/31 Peter B. Orlik M.I.S. Planning—Some Tips for Public Broadcasting Stations VIII/4/40 M. Osman Yousuf

Program Rights Planning—Preserving the Integrity and Marketability of Your Work VIII/5/57 Carol Moody The Research Council Reports VIII/6/44 Valerie Crane Telecommunications and the Future—The View from the Class-VIII/6/42 Harris N. Liechti room

Programming, Children's

Children's Radio Theatre VIII/1/15 John Ramo Combining Documentary and Drama to Publish a Newspaper— THE NEW VOICE VIII/6/39 Deborah Durham VIII/6/5 Dave Berkman Confessions of an Ex-Bureaucrat Programs for Children: Public Television in the 1970s VIII/5/7 Rhea G. Sikes Using Television to Teach Non-Violence Yolanda King

Programming, Cultural/Dramatic

"Cellar George"—Award-Winning Drama and Community Involvement VIII/4/37 Ellen Burch
Children's Radio Theatre VIII/1/15 John Ramo
In Celebration of the Writer and Radio Drama VIII/4/44
Karl Schmidt and Arthur Kopit
Combining Documentary and Drama to Publish a Newspaper—
THE NEW VOICE VIII/6/39 Deborah Durham
Lansing's Response to the "Princess" VIII/4/34 Lawrence

Lansing's Response to the "Princess" VIII/4/34 Soley, Rick Ducey, and Bradley S. Greenberg

Programming, Documentary

Combining Documentary and Drama to Publish a Newspaper— THE NEW VOICE VIII/6/39 Deborah Durham Independent Documentarians and Public Television—A Report and a Response VIII/5/33 The Task Force on Editorial Responsibility of the National News Council and Barry O. Chase, PBS

Joan Robinson: One Woman's Story—The Aftermath VIII/4/5 Eric Robinson

Lansing's Response to the "Princess" VIII/4/34 Lawrence Soley, Rick Ducey, and Bradley S. Greenberg "One Woman's Story": Television Looks into the Abyss

VIII/1/44 Tom Shales

Taking the "Yawn" Out of University Forums VIII/5/67
Mike Kirk

Programming, General

The Agenda in Canada Calls for Action VIII/6/23 Francis Fox

Are We Sacrificing Clarity for Cleverness? VIII/2/18
Michael R. Kelley

In Search of the Formula: The System Planning Project Papers VIII/3/5 ff. Hartford N. Gunn, Jr., et al.

Insulation and Institutional Licensees VIII/2/10
Carol M. Thurston

Localism and Freedom—Natural Enemies? VIII/4/24
Dave Berkman

Marketplace Forces in 2001 VIII/6/28 H. Odell Skinner
"Minority" Programming in PTV VIII/4/48

St. Clair Bourne
The Output of INPUT VIII/2/21 David Stewart

Reaching Millions of Viewers Through Closed Captioning VIII/6/30 John E.D. Ball

Should Public Television Be Playing It Safe? VIII/2/46 John J. O'Connor

Using Television to Teach Non-Violence VIII/5/74 Yolanda King

You've Still Got a Long Way to Go, Baby, Women and the Mass Media: Sourcebook for Research and Action (Matilda Butler and William Paisley) VIII/6/47 Reviewed by Marianne Karydes

Programming, Instructional

Ben Darrow and the Ohio School of the Air VIII/5/27
Michael W. Taylor
The Care and Feeding of ITV VIII/1/21 Betsy Vorce
Dear Colleagues, VIII/4/14 George L. Hall
Combining Documentary and Drama to Publish a Newspaper—
THE NEW VOICE VIII/6/39 Deborah Durham
Confessions of an Ex-Bureaucrat VIII/6/5 Dave Berkman
In Search of the Formula: The System Planning Project Papers
VIII/3/5 ff. Hartford N. Gunn, Jr., et al.

"Programming, Instructional" continued

Programs for Children: Public Television in the 1970s VIII/5/7 Rhea G. Sikes Putting Generalities to Rest VIII/6/27 Norman E. Watson Reaching Millions of Viewers Through Closed Captioning VIII/6/30 John E.D. Ball

Programming, Minority/Multi-Cultural/ Ethnic

"Cellar George"—Award-Winning Drama and Community Involvement VIII/4/37 Ellen Burch
Combining Documentary and Drama to Publish a Newspaper—
THE NEW VOICE VIII/6/39 Deborah Durham
Confessions of an Ex-Bureaucrat VIII/6/5 Dave Berkman
"Minority" Programming in PTV
St. Clair Bourne

Programming, Public Affairs

Broadcast Journalism: Change and Decline. The Eye of the Storm (Marvin Barrett and Zachary Sklar) VIII/6/48 Reviewed by S.L. Harrison

Day of the Elephants VIII/2/37 Beth Littlejohn

Independent Documentarians and Public Television—A Report and a Response VIII/5/33 The Task Force on Editorial Responsibility of the National News Council and Barry O. Chase, PBS

Notes on a Power Full Partnership VIII/4/26 Karen S. Frank

Public Interest and Access Programming: You Were There with "Over a Barrel" VIII/1/12 William F. Rushton

Taking the "Yawn" Out of University Forums VIII/5/67 Mike Kirk

Two Views of Television. Keeping Your Eye on Television (Les Brown) and Electronic Democracy (Anne Rawley Saldich) VIII/2/43 Reviewed by S.L. Harrison

Washington Journalism Center Third Annual Frank E. Gannett Lecture VIII/6/33 Walter Cronkite

Promotion

Audience Duplication—A Powerful Promotional Tool VIII/5/61 Donald M. Davis, Penny A. Sebring, and Michael J. Ziegler
Between Programs: A Primer on On-Air Promotion VIII/2/40 Blaine Baggett
Lansing's Response to the "Princess" VIII/4/34 Lawrence Soley, Rick Ducey, and Bradley S. Greenberg
Planned Program Innovations VIII/1/25 Carl A. Lindsay and Penny A. Sebring

PTR Comments

And Now a Word FOR the FCC VIII/6/2 VIII/1/4 The Association for Public Broadcasting VIII/1/5 Changes Down the Hall Cooking From Scratch—Or a Zero-Based Review VIII/4/2 CPB and Nonfederal Financial Support Ending the "System" Myth VIII/4/1 The 1981 Federal Policy Exam VIII/6/1 VIII/2/1 Marketing to the Rescue VIII/2/2 Peace in Our Time? Please Read Carefully... VIII/2/2 A PTR Rerun VIII/4/3 Static on the Dial VIII/5/2 The System Planning Project in Retrospect VIII/3/1 Willard D. Rowland, Jr. Television Interconnection "Crisis" What's in a Name? Members vs. Viewers VIII/5/3

ı

Radio

Ben Darrow and the Ohio School of the Air VIII/5/27 Michael W. Taylor

VIII/1/15 Children's Radio Theatre John Ramo

In Celebration of the Writer and Radio Drama VIII/4/44 Karl Schmidt and Arthur Kopit

Public Radio-A Time for Innovation VIII/2/44 Charles D. Ferris

Public Radio in Hyde County—"Community Service" Is Not Just a Buzz Word VIII/4/19 Steve Norwood

Regulation

The Agenda in Canada Calls for Action VIII/6/23 Francis Fox

And Now a Word FOR the FCC VIII/6/2 PTR Comments Big Is Good; Bigger Is Better; Biggest Is Best. Who Owns the Media? (Benjamin M. Compaine, ed.) VIII/4/42 Reviewed by S.L. Harrison

"Equal Time" Is a Mess VIII/6/52 Stuart F. Sucherman In Search of the Formula: The System Planning Project Papers

VIII/3/5 ff. Hartford N. Gunn, Ir., et al.

VIII/6/28 H. Odell Skinner Marketplace Forces in 2001 A New Role for Government in Mass Communications Regu-VIII/2/15 Stuart N. Brotman

Nonfederal Financial Support: A Legislative History VIII/1/17 Louis Schwartz and Robert A. Woods Public Radio-A Time for Innovation VIII/2/44

Charles D. Ferris

TV's Future Is Reflected in Print's History VIII/6/50 Robert Saudek

Washington Journalism Center Third Annual Frank E. Gannett VIII/6/33 Walter Cronkite Lecture

Research

Audience Duplication—A Powerful Promotional Tool VIII/5/61 Donald M. Davis, Penny A. Sebring, and Michael J. Ziegler

Joan Robinson: One Woman's Story-The Aftermath VIII/4/5 Eric Robinson

Lansing's Response to the "Princess" VIII/4/34 Lawrence Soley, Rick Ducey, and Bradley S. Greenberg

Overview of the Best Mass Communication Texts for 1978-VIII/1/35 Christopher H. Sterling

Planned Program Innovations VIII/1/25 Carl A. Lindsay and Penny A. Sebring

The Research Council Reports VIII/6/44 Valerie Crane Telecommunications and the Future-The View from the VIII/6/42 Harris N. Liechti Classroom

What We Really Need from Audience Research and Analysis VIII/2/25 Michael R. Cheney

You've Still Got a Long Way to Go, Baby. Women and the Mass Media: Sourcebook for Research and Action (Matilda Butler and William Paisley) VIII/6/47 Reviewed by Marianne Karydes

Second Look

Channel 13 Crew Goes Quietly Into Last Goodnight VIII/2/48 Jack Pyle "Equal Time" Is a Mess VIII/6/52 Stuart F. Sucherman In Celebration of the Writer and Radio Drama VIII/4/44 Karl Schmidt and Arthur Kopit "Minority" Programming in PTV VIII/4/48 St. Clair Bourne

"One Woman's Story": Television Looks into the Abvss VIII/1/44 Tom Shales

Public Radio: A Time for Innovation VIII/2/44 Charles D. Ferris

Should Public Television Be Playing It Safe? VIII/2/46 John J. O'Connor

TV's Future Is Reflected in Print's History VIII/6/50 Robert Saudek

Using Television to Teach Non-Violence VIII/5/74 Yolanda King

Speaking Out

Localism and Freedom-Natural Enemies? VIII/4/24 Dave Berkman Marketplace Forces in 2001 VIII/6/28 H. Odell Skinner The Parable of Old Penn Central, Or "What Is it, Again, That

We Should Be Doing?" VIII/5/48 Herman Niebuhr, Jr. VIII/6/24 Norman E. Watson Putting Generalities to Rest

Technotebook/Technology

The Agenda in Canada Calls for Action VIII/6/23 Francis Fox

Expanding into Public Telecommunications Centers

VIII/5/45 Ronald J. Goldman In Search of the Formula: The System Planning Project Papers

VIII/3/5 ff. Hartford N. Gunn, Jr., et al. A New Role for Government in Mass Communications Regu-

lation VIII/2/15 Stuart N. Brotman Notes on a Power Full Partnership

VIII/4/26 Karen S. Frank

PACE—The Time for Action is Now. Keeping PACE with the New Television (Sheila Mahony, Nick DeMartino, and Robert Stengel) VIII/5/71 Reviewed by Robert J. Sachs

Please Read Carefully...(Teleconferencing) VIII/2/2 PTR Comments

Public Interest and Access Programming: You Were There with "Over a Barrel" VIII/1/12 William F. Rushton

Reaching Millions of Viewers Through Closed Captioning VIII/6/30 John E.D. Ball

Streamlining Your Telephone Call-In System VIII/4/29 Joseph H. Gaunt

Teletext: Assessing the Options VIII/5/50 John Carey and Martin Nisenholtz

Usable? Definitely, but not for the heavies. . . Video User's Handbook (Peter Utz) VIII/4/43 Reviewed by Nikos Metallinos

Statement of Ownership, Management and Circulation—PTR (Public Telecommunications Review). Publication No. 168660. Filed October 9, 1980. Frequency: bi-monthly. Annual subscription price: \$18 (\$24 as of 1/1/81). Location of publication/publisher: 1346 Connecticut Ave., N.W., Washington, D.C. 20036. Publisher: National Association of Educational Broadcasters, James A. Fellows, President, 1346 Connecticut Ave., N.W., Washington, D.C. 20036. Editor: Eleanor C. Miller. Owner: National Association of Educational Broadcasters, 1346 Connecticut Ave., N.W., Washington, D.C. 20036. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities: none. Extent and nature of circulation—(average during securities: none. Extent and nature of circulation—(average during preceding 12 months) total copies printed: 4,700; paid circulation: 3,700; free samples: 50; total distribution: 3,750; copies not distributed: 950; total: 4,700; (actual copies of single issue published nearest filing date) total copies printed: 4,700; paid circulation: 3,966; free samples: 62; total distribution: 4,028; copies not distributed: 672; total: 4,700. I certify that the statements made by me obove are correct and complete: Eleanor C. Miller, editor.